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*Gateway to Silicon Valley*

February 16, 2005

Mr. Charles Lawson  
City Manager  
City of Milpitas  
455 E. Calaveras Boulevard  
Milpitas, CA 95035

Dear Charles:

The Milpitas Chamber of Commerce is submitting for Council approval our Proposed Request for Funding for fiscal year 2005-2006. The funding request is for the amount of \$32,100.

As a resource and information center, the Chamber, acting as a visitors bureau, replies to thousands of inquiries about Milpitas. The Chamber of Commerce is usually the first place that is contacted when information is needed on the City of Milpitas. The Chamber is contacted when a family is moving to the area, a business wants to locate in the City of Milpitas, inquiries from other cities for information, appraisers, developers, representatives from real estate firms, organizations that are holding meetings at our hotels, and our local businesses when they have special guests or teaching classes in their facility. The information packets compiled by the Chamber staff consist of the Community Economic Profile; Milpitas Map, Dining, Lodging and Entertainment Guide; School/Day Care Brochures; Clubs and Organizations, and photo copies from our business directory or pertinent statistical information available from the Association of Bay Area Government (ABAG). Our statistical information has been a good marketing tool to entice professional people and businesses to locate in Milpitas. Without financial assistance from the City to defray the mailing and printing costs to produce the publications, the Chamber would not have this information available to send, and these requests would not be answered.

The office receives a myriad of calls a day requesting services or information that needs immediate attention. Many, of course, are chamber membership related, but many calls are for a list of recommendations for hotels/motels for small meetings or conferences, banquet halls and restaurants. Many of the requests need special attendance to detail or a variety of choices to better accommodate the customer's needs. Some conferences have required compiling a list of attractions, restaurants, and places of interest that are within walking distance from the scheduled meeting place. Some requests are merely for a box of maps, directories, and coupons available to them during their stay in Milpitas. This special attention takes time, but the Chamber office places an importance on offering that "Warm Milpitas Welcome", so the first contact with Milpitas should always be a positive one. We have added a request for support under Visitors Bureau Services.

In a quest to enhance the favorable business climate in Milpitas, we have added item B. under Functions & Programs, Retail Promotion to our budget requesting. In an effort to encourage people to come to Milpitas for shopping, dining and entertainment, we will pursue group rate advertising with a news print media that will reach out to neighboring communities. The Chamber would sponsor a theme banner ad, so participating merchants could be afforded group rate advertising. The "Shop Milpitas" campaigns could be scheduled for "Back to School", spring campaign, Art & Wine, or a "Discount Dining" restaurant campaign. Theme promotions would greatly enhance the economic climate in Milpitas.

Page 2. Proposed Request for Funding for fiscal year 2005-2006

As always, the Chamber is eager to welcome new visitors and businesses to Milpitas. We appreciate the financial assistance from the City, so we can offer statistical data, publications and other requested material that answer the requests. We sincerely hope that the Council will approve our 2005-2006 Contract.

Sincerely,

A handwritten signature in cursive script, appearing to read "Gaye", is written over the printed name.

Gaye Morando, Executive Manager  
Enc.

MILPITAS CHAMBER OF COMMERCE  
Proposed Request for Funding  
Fiscal Year 2005-2006

Visitors Bureau Services

The "Welcome Mat" is always out at the Chamber office as the staff greets thousands of visitors requesting maps, historical data, statistical information, shopping centers, entertainment, restaurants, lodging, parks, relocation packets, souvenirs, or directions to a specific location in Milpitas. Two requested publications that are updated and printed several times a year, because of the constant changes are, the School/Day Care Brochures, and Clubs & Organizations. They literally "Walk Off Our Shelf". Office visitors and telephone customers requesting visitors bureau information and packets, require staff time to collect packets, research pertinent data, run off copies, faxing or prepare for mailing. People attending conferences, seeking Milpitas for their family gatherings, or looking to schedule a conference or banquet, require a special assistance, since it's important to convey "Milpitas is the City that offers customer service". It's important to go that extra mile to ensure they choose Milpitas instead of a neighboring city.

Staff support for Visitors Bureau Service	\$15,000
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Information Packets:	Cost Breakdown	Contract Amount
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Over 124 information packets mailed monthly at an average of \$7.25 postage and handling. Packet consists of map, dining guide, school brochure, economic profile and photo-copies of statistical information, visitors bureau information or varied data pertaining to the City or Chamber.

Approximate Cost: \$9,000	\$ 4,500.00
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Publications:

A: Milpitas Map-

This is the Chamber's most requested publication.  
Free distribution of Milpitas City Maps.

\$ 3,000.00

B. Community Economic Profile

4,500 Copies

Printing = \$700, phone \$25

Administration costs - 16 hours @ \$19/hr = \$304

Approximate Cost: \$1,000	\$ 900.00
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C. Industrial Guide

1,000 Copies

Typesetting & Printing \$2,000

Telephone \$40. FAX paper \$190

Administrative costs = Approximately 50 hours @ \$13.50/hr = \$675 plus

5 hours @ \$19/hr = \$95

Approximate Cost: \$3,000.00	\$ 900.00
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Fiscal Year 2005-2006

D. Dining, Lodging and Entertainment Guide

5,000 Copies

Printing = \$3,050

Phone = \$40, FAX paper 440

Administrative costs = 50 hours @ \$13.50/hr = \$675.00 plus 5 hours @ \$19/hr = \$95.

Distribution \$100

Approximate Cost: \$4,000.00

\$ 3,000.00

E. Functions & Programs:

A: Business Experience Day

Business Experience Day allows juniors and seniors a one-day opportunity to experience and observe their planned future occupation within a hosting local business. Employers host one or more students at their work site for a job shadowing experience, then attend a luncheon organized by the Chamber to hear a motivational speaker. From the donations collected, scholarships are awarded to graduating seniors each June. This business and education program helps students develop a new awareness of today's business world, while businesses are investing in tomorrow's workforce.

Approximate Cost: \$1,600.00

\$ 800.00

B: Retail Promotion

Advertising to enhance the favorable business climate in Milpitas.

"Shop Milpitas" campaigns, encouraging people to come to Milpitas to do their shopping. Recommend seasonal campaigns such as "Back to School" in the fall, "Spring Savings", Art & Wine, Restaurant "Discount Dining" campaign \$4,000.00

C: Special Council Request

Upon request of Council or the Planning Commission, assess business and industrial needs and to help towards business retention. Past projects have included Business Retention Study, Parking Ordinance Study, Industrial Zoning Study, etc.

Total Request Amount:

\$32,100.00